

IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Canceled)
2. (Currently Amended) A method, comprising:
 - receiving one or more bid amounts for a keyword, wherein each bid amount is associated with a listing;
 - returning one or more listings responsive to a query associated with the keyword, wherein the listings are organized in an order associated with the respective bid amounts of the responsive listings;
 - receiving an indication that a selected listing included in the responsive listings has been selected; and
 - ~~crediting to an entity that received a corresponding bid amount of the selected listing from an advertiser, a portion less than the full amount of the corresponding selected listing bid amount received from the advertiser for advertising the listing.~~
 - crediting to a referral service associated with the selected listing a portion of a bid amount received from an advertiser for the selected listing;
 - wherein returning one or more listings responsive to the query includes receiving from each of one or more listing sources included in a plurality of listing sources a corresponding set of one or more listings responsive to the query and for each listing a corresponding bid amount.
3. (Currently Amended) A method as recited in claim 2, further comprising crediting to a ~~provider~~ listing source that returned the local business listings responsive to the query a portion less than the full amount of the corresponding selected listing bid amount.
4. (Currently Amended) A method as recited in claim 3, wherein addition of the portion credited to the ~~entity~~ referral service and the portion credited to the ~~provider~~ listing source equals the full amount of the corresponding selected listing bid amount.

5. (Previously Presented) A method as recited in claim 2, wherein the listing is one or more of the following: a directory assistance listing and a local business listing.
6. (Previously Presented) A method as recited in claim 2, wherein at least one of the one or more bid amounts is based at least in part on a time value.
7. (Previously Presented) A method as recited in claim 6, wherein the time value is associated with a time at which a corresponding listing is selected.
8. (Previously Presented) A method as recited in claim 2, wherein at least one of the one or more bid amounts is based at least in part on a distance value.
9. (Currently Amended) A method as recited in claim 8, wherein the distance value is associated with the distance between a location associated with a listing and a location associated with one or more of the following: the query, a user of the query, and the ~~provider~~ listing source.
10. (Currently Amended) A method as recited in claim 2, wherein the listings are responsive to the query only if the listings are associated with a location within a distance value from a location associated with one or more of the following: the query, a user of the query, and the ~~provider~~ listing source.
11. (Currently Amended) A method as recited in claim 2, wherein receiving the one or more bid amounts for the keyword includes synchronizing a shared database with one or more databases of one or more ~~entities~~ listing sources from which the one or bid amounts are received.
12. (Previously Presented) A method as recited in claim 11, wherein the synchronization is performed periodically.
13. (Currently Amended) A method as recited in claim 11, wherein the databases of ~~entities~~ listing sources includes at least two databases of different formats that synchronize with the same shared database.

14. (Previously Presented) A method as recited in claim 2, wherein query is associated with an interactive voice response system.

15. (Currently Amended) A method as recited in claim 2, wherein crediting to the ~~entity~~ referral service includes placing transaction data in a queue.

16. (Previously Presented) A method as recited in claim 15, wherein the transaction data is associated with a metadata that can be used to recover the crediting from a failure.

17. (Currently Amended) A system, comprising:

~~— a processor configured to receive one or more bid amounts for a keyword from one or more entities that have received the bid amounts from one or more advertisers, wherein each bid amount is associated with a listing, return one or more listings responsive to a query associated with the keyword, wherein the listings are organized in an order associated with the respective bid amounts of the responsive listings, receive an indication that a selected listing included in the responsive listings has been selected, and credit to the entity that received a corresponding bid amount of the selected listing from an advertiser, a portion less than the full amount of the corresponding selected listing bid amount received from the advertiser for advertising the listing; and~~

a processor configured to:

receive one or more bid amounts for a keyword, wherein each bid amount is associated with a listing;

return one or more listings responsive to a query associated with the keyword, wherein the listings are organized in an order associated with the respective bid amounts of the responsive listings;

receive an indication that a selected listing included in the responsive listings has been selected; and

credit to a referral service associated with the selected listing a portion of a bid amount received from an advertiser for the selected listing;

wherein to return one or more listings responsive to the query includes receiving from each of one or more listing sources included in a plurality of listing sources a

corresponding set of one or more listings responsive to the query and for each listing a corresponding bid amount; and

a memory coupled with the processor, wherein the memory is configured to provide the processor with instructions.

18. (Currently Amended) A system as recited in claim 17, wherein the processor is further configured to credit to a ~~provider~~ listing source that returned the local business listings responsive to the query a portion less than the full amount of the corresponding selected listing bid amount.

19. (Previously Presented) A system as recited in claim 17, wherein at least one of the one or more bid amounts is based at least in part on one or more of the following: a time value and a distance value.

20. (Cancelled)

21. (Cancelled)

22. (New) A method as recited in claim 2, wherein the referral service is a listing source.